

Station WAVY-TV NORFOLK, VA.	Agency () GMMB	Rep Firm
Advertiser () OBAMA FOR AMERICA	3050 K ST NW	Sales Office () PHILADELPHIA
Product BARACK OBAMA	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1687	Agency C/P1/P2/E 95/101/1687	
Buyer Dan Nagelberg	Flight Dates 09/04/2012 - 09/17/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$8800
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	9A-10A	TODAY SHOW 2	:30	\$300.00	09/04-09/07	2	1	2	\$600.00	
	2	TU-F	10A-11A	TODAY SHOW 3	:30	\$250.00	09/04-09/07	2	1	2	\$500.00	
	3	TU-F	12P-1P	NOON NEWS	:30	\$75.00	09/04-09/07	3	1	3	\$225.00	
	4	TU-F	1P-2P	DAYS OF OUR LIVES	:30	\$100.00	09/04-09/07	2	1	2	\$200.00	
	5	TU-F	2P-3P	THE DOCTORS	:30	\$75.00	09/04-09/07	2	1	2	\$150.00	
	6	TU-F	3P-4P	MAURY POVICH	:30	\$100.00	09/04-09/07	2	1	2	\$200.00	
	7	TU-F	4P-5P	ANDERSON COOPER	:30	\$125.00	09/04-09/07	2	1	2	\$250.00	
	8	TU-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$300.00	09/04-09/07	2	1	2	\$600.00	
	9	TU-F	730P-8P	THE INSIDER	:30	\$300.00	09/04-09/07	2	1	2	\$600.00	
	10	M,W-F	9A-10A	TODAY SHOW 2	:30	\$300.00	09/10-09/14	2	1	2	\$600.00	
	11	M	9A-10A	TODAY SHOW 2	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	

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	12	M, W-F	10A-11A	TODAY SHOW 3	:30	\$250.00	09/10-09/14	2	1	2	\$500.00	
	13	M	10A-11A	TODAY SHOW 3	:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
	14	M, W-F	12P-1P	NOON NEWS	:30	\$75.00	09/10-09/14	2	1	2	\$150.00	
	15	M	12P-1P	NOON NEWS	:30	\$75.00	09/17-09/17	1	1	1	\$75.00	
	16	M, W-F	1P-2P	DAYS OF OUR LIVES	:30	\$100.00	09/10-09/14	3	1	3	\$300.00	
	17	M	1P-2P	DAYS OF OUR LIVES	:30	\$100.00	09/17-09/17	1	1	1	\$100.00	
	18	M, W-F	2P-3P	THE DOCTORS	:30	\$75.00	09/10-09/14	3	1	3	\$225.00	
	19	M	2P-3P	THE DOCTORS	:30	\$75.00	09/17-09/17	1	1	1	\$75.00	
	20	M, W-F	3P-4P	MAURY POVICH	:30	\$100.00	09/10-09/14	2	1	2	\$200.00	
	21	M	3P-4P	MAURY POVICH	:30	\$100.00	09/17-09/17	1	1	1	\$100.00	
	22	M, W-F	4P-5P	ANDERSON COOPER	:30	\$125.00	09/10-09/14	3	1	3	\$375.00	
	23	M	4P-5P	ANDERSON COOPER	:30	\$125.00	09/17-09/17	1	1	1	\$125.00	
	24	M, W-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$300.00	09/10-09/14	2	1	2	\$600.00	
	25	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
	26	M, W-F	730P-8P	ACCESS HOLLYWOOD	:30	\$300.00	09/10-09/14	3	1	3	\$900.00	
	27	M	730P-8P	ACCESS HOLLYWOOD	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	

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---REPORT TOTALS---

Report Totals: 50 / \$8,800.00

---SALES MONTHLY TOTALS---

Sep 12: 50 / \$8,800.00

Sales Totals: 50 / \$8,800.00

Station Totals: 50 / \$8,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$97,778	CATV 0%	WAVY 9%	WGNT 7%	WPXV 0%	WTKR 29%
		WTVZ 7%	WVBT 23%	WVEC 25%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE